

FIGURE 1

Marketing Management Industry Transferability

FIGURE 1

The Chart Below Illustrates The Transfer Potential Between Various Industries For The Marketing Management Function. An "X" At The Intersection Of A Row And Column Indicates The Potential For Transfer Between The Industry Listed In The Row Heading And The Industry Listed In The Column Heading. *Instructions For The Job Seeker:* Identify The Row Heading On The Vertical Axis Corresponding To Your Industry. Then Read Across That Row For Indication Of Transfer Potential Into The Industries Listed In The Column Headings On The Horizontal Axis. *Instructions For Employers:* Identify The Column Heading On The Horizontal Axis Corresponding To Your Industry. Then Read Down That Column For Indication Of Transfer Potential From The Industries Listed In The Row Headings On The Vertical Axis. (Rating Scale: "X" Indicates Transfer Potential; A Blank Indicates Little to No Transfer Potential.)

Industry:	Consumer Package Goods: Food, Beverage, HBA & Household Cleaning Products	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products	Computer Products: Including Personal Computers, Handhelds & Peripheral Products	Consumer Software: Including Personal Finance & Word Processing Software	Consumer Appliances: Including Large Household Appliances	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products	Pharmaceuticals: Including Prescription Medication Products	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments	Hospitality: Including Hotels, Resorts & Gaming Establishments	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services	Wireless Telecommunications (Consumer): Including Cellular & PCS Wireless Communications Services	Long Distance Telecommunications (Consumer): Including Land-line Long Distance Telecommunications Services	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services	Media & Publishing: Including Magazines, Newspapers & Periodicals	Retail: Including Department, Mass Merchant & Specialty Stores	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services
Consumer Package Goods	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Consumer Durables		X	X	X	X	X	X		X						X		
Entertainment Products	X	X	X	X	X	X	X		X				X	X	X	X	
Computer Products		X	X	X	X	X	X										
Consumer Software			X	X	X		X										
Consumer Appliances		X		X		X	X										
Consumer Electronics		X	X	X	X	X	X										
Pharmaceuticals								X									
Fast Food & Quick Serve Restaurants			X	X					X		X	X	X	X		X	X
Hospitality									X		X	X	X	X		X	
Consumer Financial Services										X	X	X	X	X	X	X	X
Wireless Telecommunications											X	X	X	X	X		
Long Distance Telecommunications										X	X	X	X	X	X	X	
Travel & Transportation										X				X			
Media & Publishing													X		X		
Retail										X	X	X	X			X	
B2B Services																	X

Instructions To The Job Seeker: Identify The Row On The Vertical Axis Corresponding To Your Industry Then Read Across That Row For Ratings of Transferability Into The Industries Listed In The Column Headings On The Horizontal Axis. (Rating Scale: "3" Indicates Greatest Transfer Potential; "0" Indicates No Transfer Potential.) Clicking On A Given Transfer Rating Will Produce An Explanation Of That Rating.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Furniture & Related Products (M2)	Entertainment Products: Including Non-Engine Driven Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)	Pharmaceuticals: Including Prescription Medication Products (M8)	Fast Food & Quick-Serve Restaurants: Including Food Chains & Related Establishments (M9)	Hospitality: Including Hotels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications: Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications: Including Land-Line Long Distance Communications Services (M13)	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services (M14)	Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
Consumer Package Goods (M1)	3	3	3	2	2	2	2	3	3	2	2	3	3	3	3	2	2
Consumer Durables (M2)	1	3	3	2	2	2	2	1	2	1	1	1	2	1	1	2	1
Entertainment Products (M3)	2	3	3	3	3	2	3	1	3	3	1	2	2	2	2	1	1
Computer Products (M4)	0	2	2	3	3	2	3	1	1	1	1	2	1	1	1	1	1
Consumer Software (M5)	0	0	2	3	3	0	2	0	0	0	1	1	0	0	1	0	0
Consumer Appliances (M6)	0	2	1	2	1	3	3	0	0	0	0	1	0	0	0	0	0
Consumer Electronics (M7)	0	2	3	3	3	3	3	0	1	0	0	1	0	0	0	1	0
Pharmaceuticals (M8)	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0
Fast Food & Quick-Serve Restaurants (M9)	0	0	1	1	1	0	0	0	3	3	3	3	3	3	0	3	2
Hospitality (M10)	0	0	0	0	0	0	0	0	3	3	3	2	2	3	1	3	2
Consumer Financial Services (M11)	0	0	0	0	0	0	0	0	1	2	3	3	3	3	3	2	2
Wireless Communications (M12)	0	0	0	0	0	0	0	0	1	1	3	3	3	3	2	0	1
Long Distance Communications (M13)	0	0	0	0	0	0	0	0	0	1	1	3	3	1	1	0	1
Travel & Transportation (M14)	0	0	0	0	0	0	0	0	1	2	1	1	1	3	0	0	0
Media & Publishing (M15)	0	0	0	0	0	0	0	0	0	1	1	0	1	1	3	0	0
Retail (M16)	0	1	0	0	0	0	0	0	1	1	1	1	1	1	1	3	0
B2B Services (M17)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3

Instructions To Employers: Identify the Column Heading On The Horizontal Axis Corresponding To Your Industry. Then Read Down That Column For Ratings of Transferability From Industries Listed In The Row Headings On The Vertical Axis. (Rating Scale: "3" Indicates Greatest Transfer Potential; "0" Indicates No Transfer Potential.) Clicking On A Given Transfer Rating Will Produce An Explanation Of That Rating.

Industry:	Consumer Package Goods (M1)	Consumer Durables (M2)	Entertainment Products (M3)	Computer Products (M4)	Consumer Software (M5)	Consumer Appliances (M6)	Consumer Electronics (M7)	Pharmaceuticals (M8)	Fast Food & Quick Serve Restaurants (M9)	Hospitality: Hotels, Resorts & Establishments (M10)	Consumer Financial Services: Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (M12)	Long Distance Communications (M13)	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services (M14)	Media & Publishing: Including Newspapers & Magazines, Periodicals (M15)	Retail: Including Department, Mass Merchandise & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
Consumer Package Goods (M1)	3	3	3	2	2	2	2	3	3	2	2	3	3	3	3	2	2
Consumer Durables (M2)	1	3	3	2	2	2	2	1	2	1	1	1	2	1	1	2	1
Entertainment Products (M3)	2	3	3	3	3	2	3	1	3	3	1	2	2	2	2	1	1
Computer Products (M4)	0	2	2	3	3	2	3	1	1	1	1	2	1	1	1	1	1
Consumer Software (M5)	0	0	2	3	3	0	2	0	0	0	1	1	0	0	1	0	0
Consumer Appliances (M6)	0	2	1	2	1	3	3	0	0	0	0	1	0	0	0	0	0
Consumer Electronics (M7)	0	2	3	3	3	3	3	0	1	0	0	1	0	0	0	1	0
Pharmaceuticals (M8)	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0
Fast Food & Quick Serve Restaurants (M9)	0	0	1	1	1	0	0	0	3	3	3	3	3	3	0	3	2
Hospitality (M10)	0	0	0	0	0	0	0	0	3	3	3	2	2	3	1	3	2
Consumer Financial Services (M11)	0	0	0	0	0	0	0	0	1	2	3	3	3	3	3	2	2
Wireless Communications (M12)	0	0	0	0	0	0	0	0	1	1	3	3	3	3	2	0	1
Long Distance Communications (M13)	0	0	0	0	0	0	0	0	0	1	1	3	3	1	1	0	1
Travel & Transportation (M14)	0	0	0	0	0	0	0	0	1	2	1	1	1	3	0	0	0
Media & Publishing (M15)	0	0	0	0	0	0	0	0	0	1	1	0	1	1	3	0	0
Retail (M16)	0	1	0	0	0	0	0	0	1	1	1	1	1	1	1	3	0
B2B Services (M17)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3

Instructions To The Job Seeker: The Chart Below Illustrates Transferability Ratings For The Consumer Package Goods Marketing Management Function Across Various Industries. Read Across The Row For Ratings of Transferability For This Function and Industry Experience Combination *Into* the Industries Listed In The Column Headings On The Horizontal Axis. (Rating Scale: "3" Indicates Greatest Transfer Potential; "0" Indicates No Transfer Potential.) Clicking On A Given Transfer Rating Will Produce A Rating Explanation.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (M2)	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)	Pharmaceuticals: Including Prescription Products (M8)	Fast Food & Restaurants: Including Fast Food Restaurant Chains & Related Establishments (M9)	Hospitality: Including Hotels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land-Line Long Distance Communications Services (M13)	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services (M14)	Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
Consumer Package Goods (M1)	3	3	3	2	2	2	2	3	3	2	2	3	3	3	3	2	2

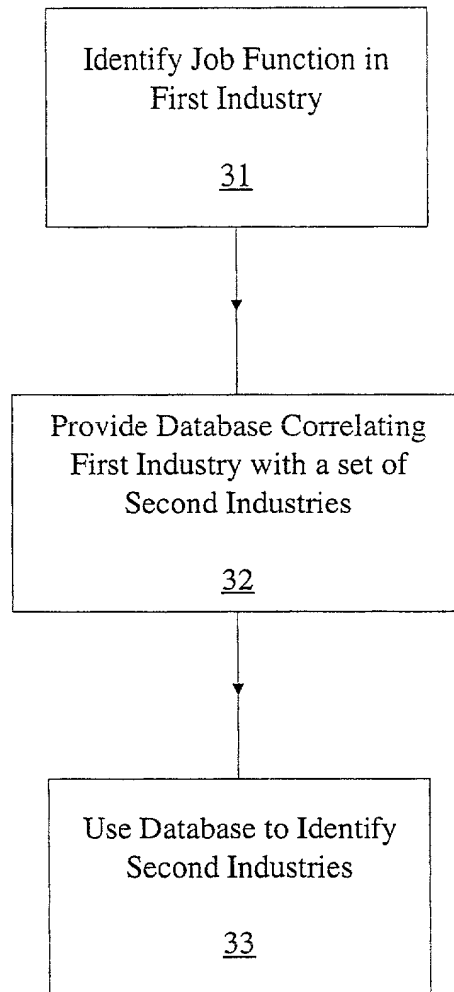


Fig. 3

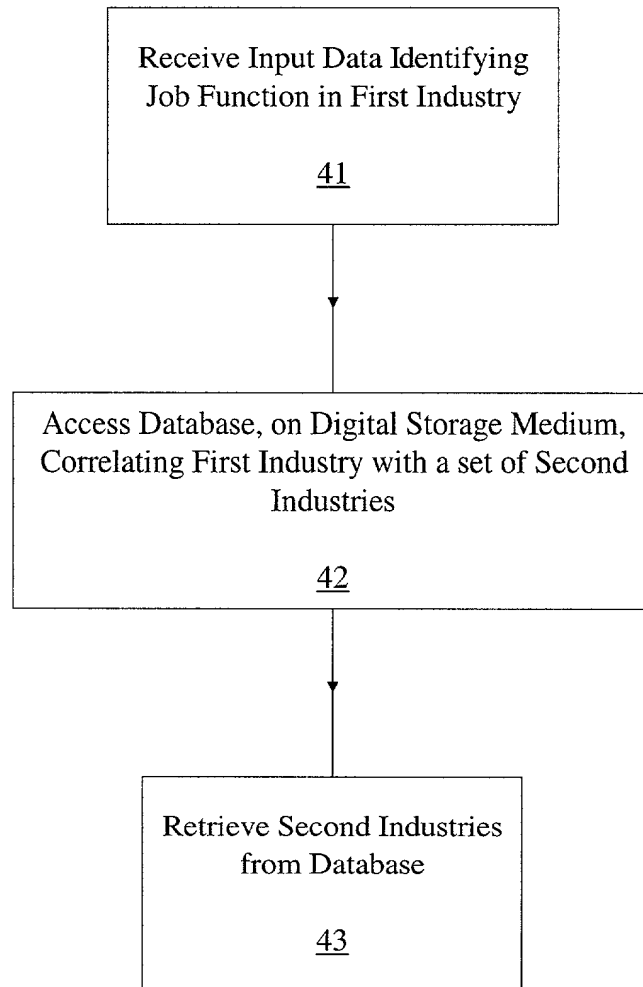


Fig. 4

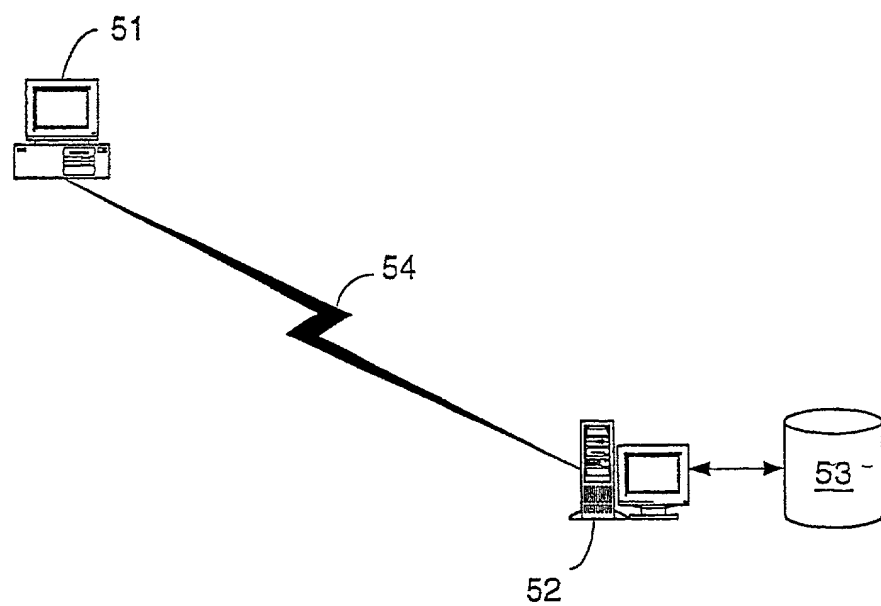


Fig. 5

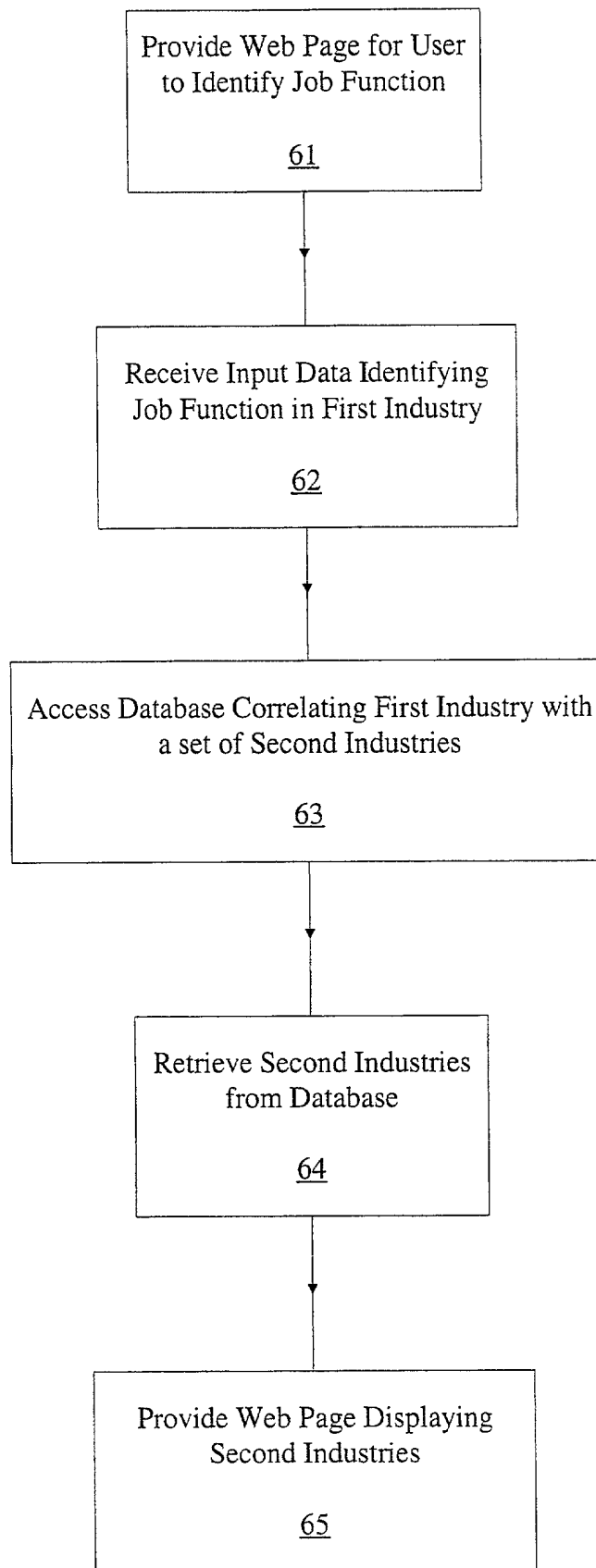


Fig. 6

Fig. 7

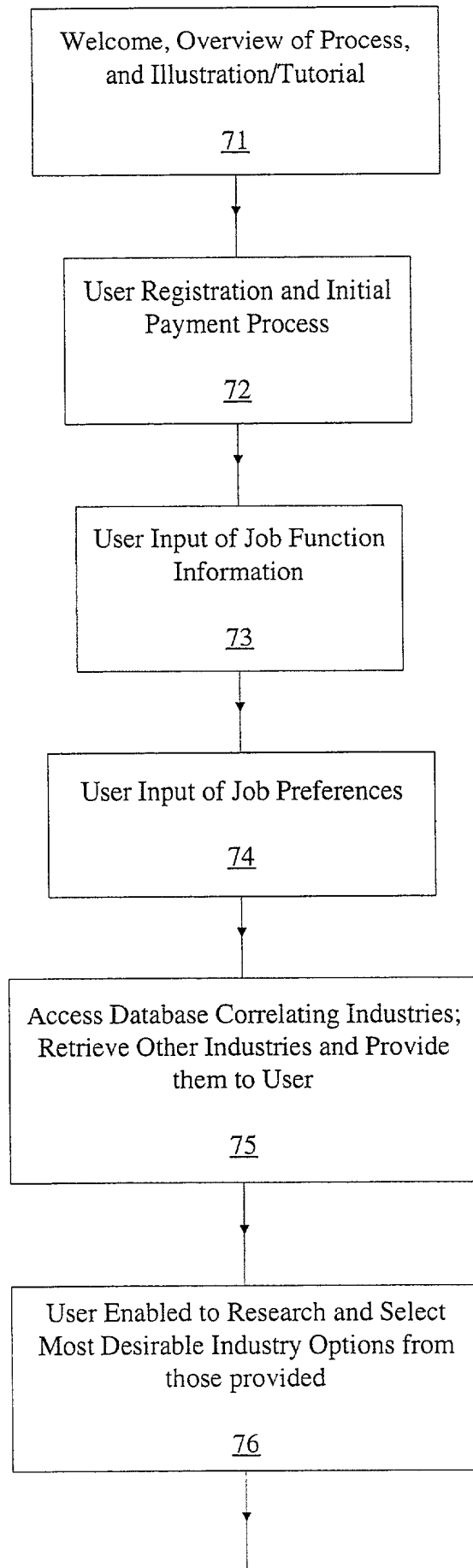


Fig. 8

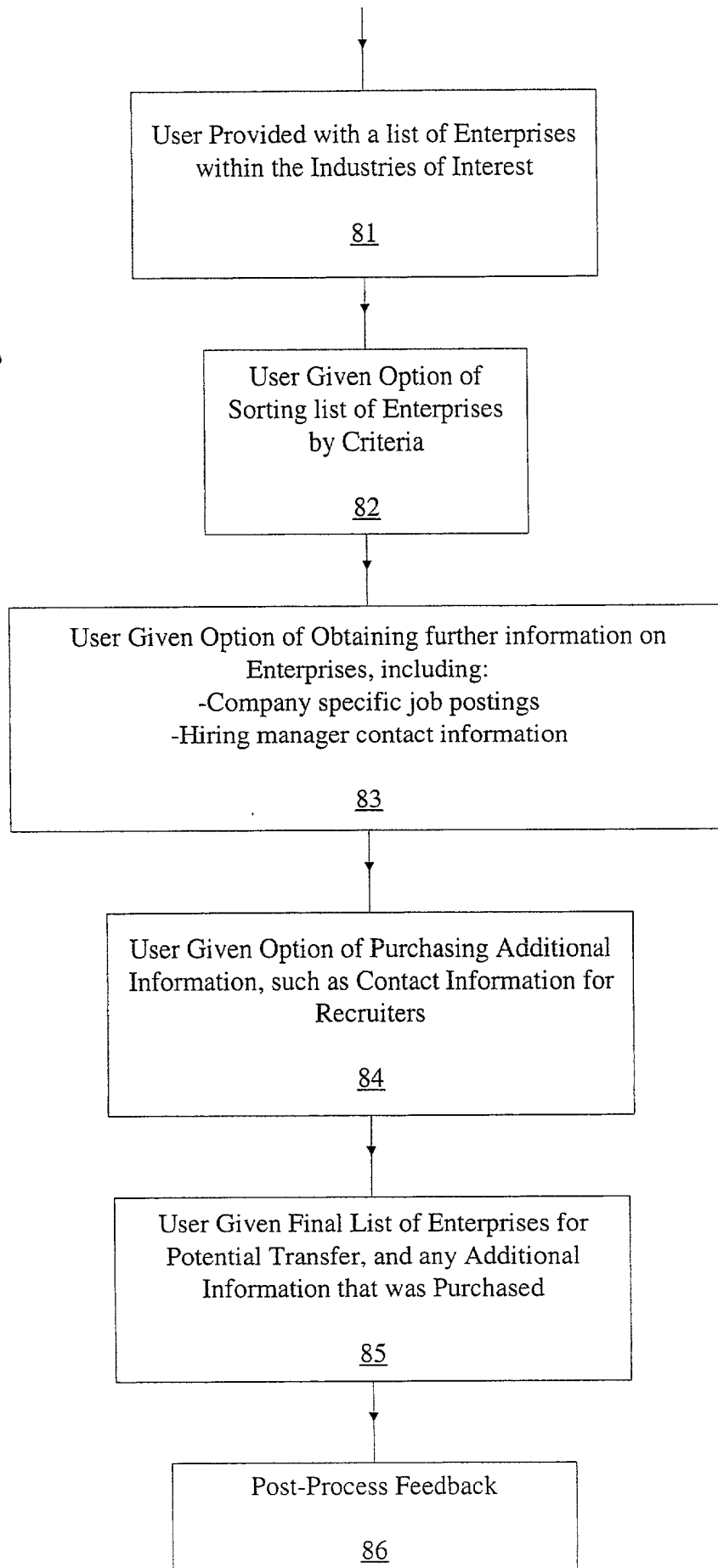


Fig. 9

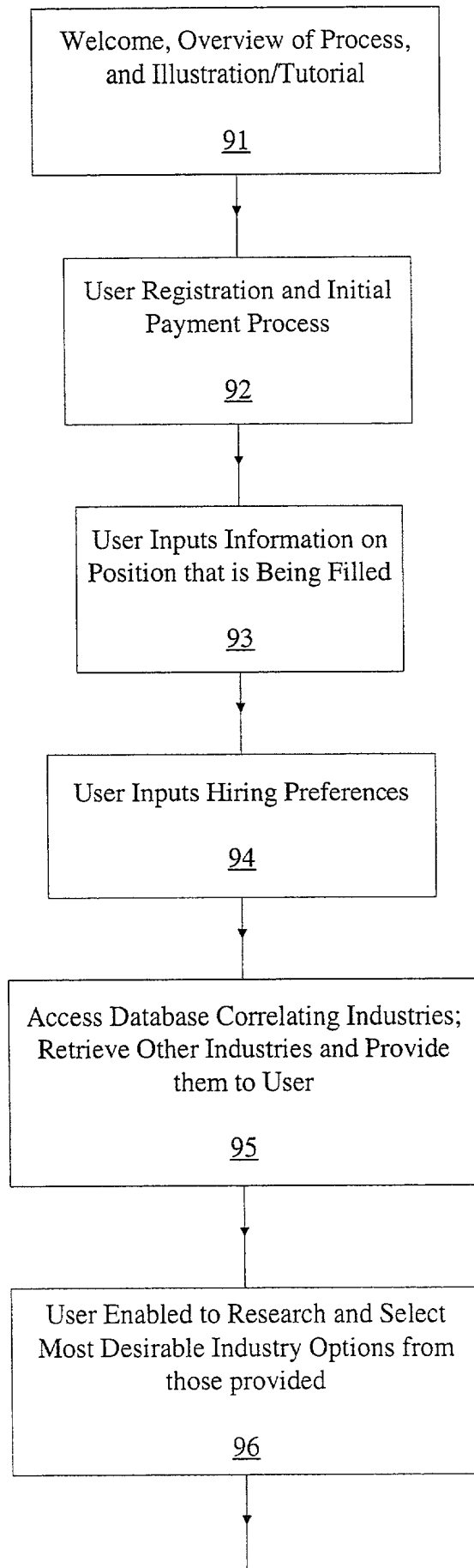
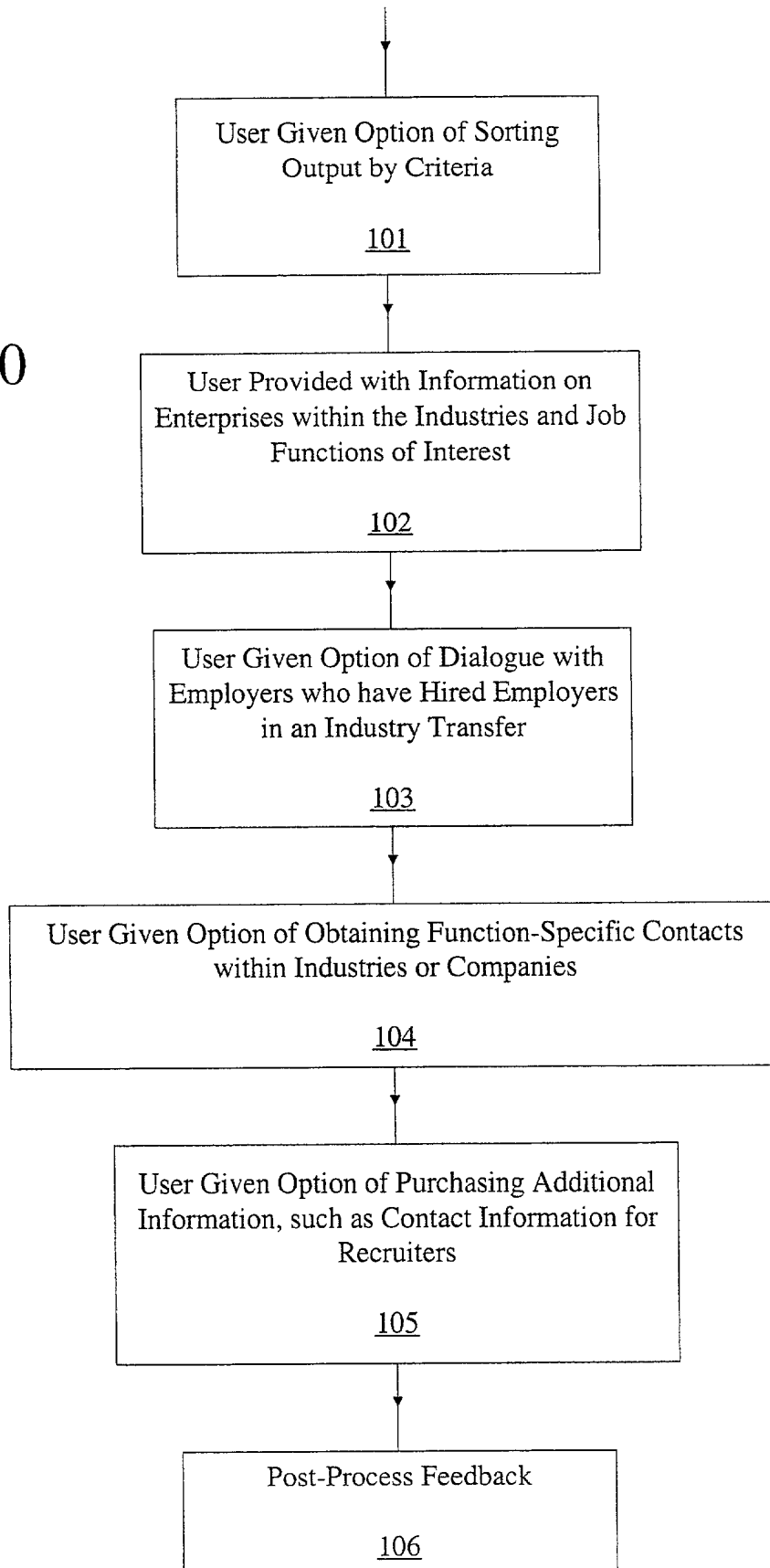


Fig. 10



Symbolic Structure Of A Transferability Matrix Database For The (Consumer) Marketing Management Function.

Industry:	Consumer Package Goods (M1)	Consumer Durables (M2)	Consumer Electronics (M3)	Consumer Software (M4)	Consumer Appliances (M5)	Consumer Electronics (M6)	Consumer Electronics (M7)	Pharmaceuticals (M8)	Fast Food & Quick Serve Restaurants (M9)	Hospitality: Including Hotels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land-Line Long Distance Communications Services (M13)	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services (M14)	Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department, Mass Merchandising, Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Data Processing Services (M17)
Consumer Package Goods (M1)	M1+M1=3	M1+M2=3	M1+M3=3	M1+M4=2	M1+M5=2	M1+M6=2	M1+M7=2	M1+M8=3	M1+M9=3	M1+M10=2	M1+M11=2	M1+M12=3	M1+M13=3	M1+M14=3	M1+M15=3	M1+M16=2	M1+M17=2
Consumer Durables (M2)	M2+M1=1	M2+M2=3	M2+M3=3	M2+M4=2	M2+M5=2	M2+M6=2	M2+M7=2	M2+M8=1	M2+M9=2	M2+M10=1	M2+M11=1	M2+M12=1	M2+M13=2	M2+M14=1	M2+M15=1	M2+M16=2	M2+M17=1
Consumer Electronics (M3)	M3+M1=2	M3+M2=3	M3+M3=3	M3+M4=3	M3+M5=3	M3+M6=2	M3+M7=3	M3+M8=1	M3+M9=3	M3+M10=3	M3+M11=1	M3+M12=2	M3+M13=2	M3+M14=2	M3+M15=2	M3+M16=1	M3+M17=1
Consumer Software (M4)	M4+M1=0	M4+M2=2	M4+M3=2	M4+M4=3	M4+M5=3	M4+M6=2	M4+M7=3	M4+M8=1	M4+M9=1	M4+M10=1	M4+M11=1	M4+M12=2	M4+M13=1	M4+M14=1	M4+M15=1	M4+M16=1	M4+M17=1
Consumer Appliances (M5)	M5+M1=0	M5+M2=0	M5+M3=2	M5+M4=3	M5+M5=3	M5+M6=0	M5+M7=2	M5+M8=0	M5+M9=0	M5+M10=0	M5+M11=1	M5+M12=1	M5+M13=0	M5+M14=0	M5+M15=1	M5+M16=0	M5+M17=0
Consumer Electronics (M6)	M6+M1=0	M6+M2=1	M6+M3=1	M6+M4=2	M6+M5=1	M6+M6=3	M6+M7=3	M6+M8=0	M6+M9=0	M6+M10=0	M6+M11=0	M6+M12=1	M6+M13=0	M6+M14=0	M6+M15=0	M6+M16=0	M6+M17=0
Pharmaceuticals (M7)	M7+M1=0	M7+M2=2	M7+M3=3	M7+M4=3	M7+M5=3	M7+M6=3	M7+M7=3	M7+M8=0	M7+M9=1	M7+M10=0	M7+M11=0	M7+M12=1	M7+M13=0	M7+M14=0	M7+M15=0	M7+M16=1	M7+M17=0
Fast Food & Quick Serve Restaurants (M8)	M8+M1=0	M8+M2=0	M8+M3=0	M8+M4=0	M8+M5=0	M8+M6=0	M8+M7=0	M8+M8=3	M8+M9=0	M8+M10=0	M8+M11=0	M8+M12=0	M8+M13=0	M8+M14=0	M8+M15=0	M8+M16=0	M8+M17=0
Hospitality (M9)	M9+M1=0	M9+M2=0	M9+M3=1	M9+M4=1	M9+M5=1	M9+M6=0	M9+M7=0	M9+M8=0	M9+M9=3	M9+M10=3	M9+M11=3	M9+M12=3	M9+M13=3	M9+M14=3	M9+M15=3	M9+M16=3	M9+M17=2
Consumer Financial Services (M10)	M10+M1=0	M10+M2=0	M10+M3=0	M10+M4=0	M10+M5=0	M10+M6=0	M10+M7=0	M10+M8=0	M10+M9=3	M10+M10=3	M10+M11=3	M10+M12=2	M10+M13=2	M10+M14=3	M10+M15=1	M10+M16=3	M10+M17=2
Wireless Communications (M11)	M11+M1=0	M11+M2=0	M11+M3=0	M11+M4=0	M11+M5=0	M11+M6=0	M11+M7=0	M11+M8=0	M11+M9=1	M11+M10=2	M11+M11=3	M11+M12=3	M11+M13=3	M11+M14=3	M11+M15=3	M11+M16=2	M11+M17=2
Long Distance Communications (M12)	M12+M1=0	M12+M2=0	M12+M3=0	M12+M4=0	M12+M5=0	M12+M6=0	M12+M7=0	M12+M8=0	M12+M9=1	M12+M10=1	M12+M11=3	M12+M12=3	M12+M13=3	M12+M14=3	M12+M15=2	M12+M16=0	M12+M17=1
Travel & Transportation (M13)	M13+M1=0	M13+M2=0	M13+M3=0	M13+M4=0	M13+M5=0	M13+M6=0	M13+M7=0	M13+M8=0	M13+M9=0	M13+M10=1	M13+M11=1	M13+M12=3	M13+M13=3	M13+M14=1	M13+M15=1	M13+M16=0	M13+M17=1
Media & Publishing (M14)	M14+M1=0	M14+M2=0	M14+M3=0	M14+M4=0	M14+M5=0	M14+M6=0	M14+M7=0	M14+M8=0	M14+M9=1	M14+M10=2	M14+M11=1	M14+M12=1	M14+M13=1	M14+M14=3	M14+M15=0	M14+M16=0	M14+M17=0
Retail (M15)	M15+M1=0	M15+M2=0	M15+M3=0	M15+M4=0	M15+M5=0	M15+M6=0	M15+M7=0	M15+M8=0	M15+M9=0	M15+M10=1	M15+M11=1	M15+M12=0	M15+M13=1	M15+M14=1	M15+M15=3	M15+M16=0	M15+M17=0
B2B Services (M16)	M16+M1=0	M16+M2=1	M16+M3=0	M16+M4=0	M16+M5=0	M16+M6=0	M16+M7=0	M16+M8=0	M16+M9=1	M16+M10=1	M16+M11=1	M16+M12=1	M16+M13=1	M16+M14=1	M16+M15=1	M16+M16=3	M16+M17=0
(M17)	M17+M1=0	M17+M2=0	M17+M3=0	M17+M4=0	M17+M5=0	M17+M6=0	M17+M7=0	M17+M8=0	M17+M9=0	M17+M10=0	M17+M11=0	M17+M12=0	M17+M13=0	M17+M14=0	M17+M15=0	M17+M16=0	M17+M17=3

Symbolic Structure Of A Transferability Matrix Database For The Operations Management Function.																		
	Consumer Package Goods (O1)	Consumer Durables (O2)	Consumer Electronics (O3)	Consumer Software (O4)	Consumer Appliances (O5)	Consumer Electronics (O6)	Consumer Electronics (O7)	Pharmaceuticals (O8)	Fast Food & Restaurants (O9)	Hospitality (O10)	Consumer Financial Services (O11)	Wireless Communications (O12)	Long Distance Communications (O13)	Travel & Transportation (O14)	Media & Publishing (O15)	Retail (O16)	Business Services (O17)	
Industry:	Consumer Package Goods (O1)	01+01=3	01+02=0	01+03=0	01+04=0	01+05=0	01+06=0	01+07=0	01+08=3	01+09=1	01+010=0	01+011=0	01+012=0	01+013=0	01+014=0	01+015=0	01+016=0	01+017=0
	Consumer Durables (O2)	02+01=0	02+02=3	02+03=2	02+04=0	02+05=0	02+06=0	02+07=0	02+08=0	02+09=0	02+010=0	02+011=0	02+012=0	02+013=0	02+014=0	02+015=0	02+016=0	02+017=0
	Consumer Electronics (O3)	03+01=0	03+02=3	03+03=3	03+04=1	03+05=2	03+06=0	03+07=1	03+08=0	03+09=0	03+010=0	03+011=0	03+012=0	03+013=0	03+014=0	03+015=0	03+016=0	03+017=0
	Consumer Software (O4)	04+01=0	04+02=2	04+03=2	04+04=3	04+05=3	04+06=2	04+07=3	04+08=0	04+09=0	04+010=0	04+011=0	04+012=0	04+013=0	04+014=0	04+015=0	04+016=0	04+017=0
	Consumer Electronics (O5)	05+01=0	05+02=0	05+03=1	05+04=1	05+05=3	05+06=0	05+07=1	05+08=0	05+09=0	05+010=0	05+011=0	05+012=0	05+013=0	05+014=0	05+015=0	05+016=0	05+017=0
	Consumer Appliances (O6)	06+01=0	06+02=1	06+03=1	06+04=1	06+05=1	06+06=3	06+07=3	06+08=0	06+09=0	06+010=0	06+011=0	06+012=0	06+013=0	06+014=0	06+015=0	06+016=0	06+017=0
	Consumer Electronics (O7)	07+01=0	07+02=2	07+03=3	07+04=3	07+05=3	07+06=3	07+07=3	07+08=0	07+09=0	07+010=0	07+011=0	07+012=0	07+013=0	07+014=0	07+015=0	07+016=0	07+017=0
	Pharmaceuticals (O8)	08+01=2	08+02=0	08+03=0	08+04=0	08+05=0	08+06=0	08+07=0	08+08=3	08+09=0	08+010=0	08+011=0	08+012=0	08+013=0	08+014=0	08+015=0	08+016=0	08+017=0
	Fast Food & Restaurants (O9)	09+01=0	09+02=0	09+03=0	09+04=0	09+05=0	09+06=0	09+07=0	09+08=0	09+09=3	09+010=3	09+011=2	09+012=1	09+013=0	09+014=3	09+015=0	09+016=3	09+017=2
	Hospitality (O10)	010+01=0	010+02=0	010+03=0	010+04=0	010+05=0	010+06=0	010+07=0	010+08=0	010+09=3	010+010=3	010+011=3	010+012=1	010+013=2	010+014=3	010+015=1	010+016=3	010+017=2
	Consumer Financial Services (O11)	011+01=0	011+02=0	011+03=0	011+04=0	011+05=0	011+06=0	011+07=0	011+08=0	011+09=1	011+010=1	011+011=3	011+012=1	011+013=0	011+014=1	011+015=0	011+016=1	011+017=2
	Wireless Communications (O12)	012+01=0	012+02=0	012+03=0	012+04=0	012+05=0	012+06=0	012+07=0	012+08=0	012+09=1	012+010=1	012+011=1	012+012=3	012+013=3	012+014=0	012+015=0	012+016=0	012+017=1
	Long Distance Communications (O13)	013+01=0	013+02=0	013+03=0	013+04=0	013+05=0	013+06=0	013+07=0	013+08=0	013+09=0	013+010=1	013+011=1	013+012=2	013+013=3	013+014=0	013+015=0	013+016=0	013+017=1
	Travel & Transportation (O14)	014+01=0	014+02=0	014+03=0	014+04=0	014+05=0	014+06=0	014+07=0	014+08=0	014+09=1	014+010=2	014+011=0	014+012=0	014+013=0	014+014=3	014+015=0	014+016=0	014+017=0
	Media & Publishing (O15)	015+01=0	015+02=0	015+03=0	015+04=0	015+05=0	015+06=0	015+07=0	015+08=0	015+09=0	015+010=1	015+011=1	015+012=0	015+013=1	015+014=1	015+015=3	015+016=0	015+017=0
	Retail (O16)	016+01=0	016+02=0	016+03=0	016+04=0	016+05=0	016+06=0	016+07=0	016+08=0	016+09=2	016+010=2	016+011=1	016+012=0	016+013=0	016+014=1	016+015=0	016+016=3	016+017=0
	B2B Services (O17)	017+01=0	017+02=0	017+03=0	017+04=0	017+05=0	017+06=0	017+07=0	017+08=0	017+09=0	017+010=0	017+011=0	017+012=0	017+013=0	017+014=0	017+015=0	017+016=0	017+017=3